

An opportunity to
grow with BIG companies



RELIANCE INDUSTRIES
HDFC BANK
MARUTI SUZUKI
BRITANNIA INDUSTRIES
LARSEN & TOUBRO
ITC
INFOSYS

Some of the portfolio holdings as on September 30, 2018.

Invest in ICICI Prudential Bluechip Fund
(An open ended scheme predominantly investing in large cap stocks)

Why Invest in Equity?



Become a Part-Owner

When you buy a company's stock, you become a part-owner and make money as the company's profit increases



Prevent Inflation and Tax From Eating Into Your Wealth

By investing in stock markets over the long-term, you could grow your wealth faster than inflation.



Liquidity

Investments in open-ended mutual funds are liquid in nature, which means you can withdraw anytime you want. In case you need to withdraw before a specified period, you need to pay an exit load.

Market Update

Factors affecting equity markets

Depreciating Rupee

Widening Fiscal Deficit

Higher Crude Oil Prices

Decline in NBFCs on concerns about liquidity and credit quality

Market would remain watchful of:

US rate hikes – the US Fed could raise rates in Dec again

Events in the run-up to the elections 2019

Rationalisation of bond-buying programme by central banks

Escalating tensions due to on-going trade-wars

Valuations Perspective

	December 2007	Sept 2018
Trailing P/E Nifty 50	27.62	26.44
Trailing P/B Nifty 50	6.39	3.47
Market Cap to GDP Ratio	149%	82.6%
Past Returns of Nifty 50 (CAGR)		
Last 1 Year Return	54.8%	11.7%
Last 2 Year Return	47.1%	12.7%
Last 3 Year Return	43.4%	11.2%
Nifty 50 Past Earnings Per Share (EPS) Growth (CAGR)		
Last 1 Year (YoY)	20.4%	6.2%
Last 2 Years (YoY)	27.9%	11.2%
Last 3 Years (YoY)	21.3%	6.7%

Most economic factors seem to be at reasonable levels; EPS growth has been low in the last 3 years.

Macro Indicators	December 2007	Sept 2018
Capacity Utilisation (Q4 FY18)	91.7%	75.2%
Credit Growth (Sep 14, 2018 YoY)	23.3%	13.5%
RoE Nifty 50	25.5%	13.3%
Net FII Flows (12 Months Trailing in Rs. Crore)	80,915	3,683
IIP (twelve months trailing)	15.58%	6.6% (as of July 2018)
GDP Growth	9.6% (Oct-Dec 2007)	8.2% (Apr-Jun 2018)
10-Year Government Bond Yield		
India	7.79%	8.02%
USA	4.02%	3.06%
Japan	1.51%	0.12%
Europe	4.31%	0.47%
China	4.46%	3.63%

Macro-economic indicators seem to be at the bottom and have huge scope to improve.

All data is as of September 28, 2018 unless stated otherwise. Source: NSE, BSE India, NSDL, Internal database, Reserve Bank of India, Edelweiss Securities, Kotak Securities, Axis Direct; P/E: Price to Earnings Ratio; P/B: Price to Book Ratio; CAGR: Compound Annualised Growth Rate; YoY: Year on Year; RoE: Return on Equity; FII: Foreign Institutional Investors; IIP: Index of Industrial Production; GDP: Gross Domestic Product. Past performance may or may not be sustained in future.

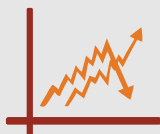
About ICICI Prudential Bluechip Fund



Adopts “buy & hold” approach in large-cap companies with proven track record, quality management, good growth potential.



Takes aggressive positions in high conviction stocks with an aim to generate alpha.



Follows bottom-up approach for stock selection



Follows benchmark hugging approach for sector selection

Investment Style

	Value	Blend	Growth	
				Size
				Large
				Mid
				Small

The portfolio of the scheme is subject to changes within the provisions of the Scheme Information document of the Scheme.

Portfolio Statistics

1.64%

Average Dividend Yield

24.87

Average P/E ratio

5.04

Average P/B ratio

58

No. of stocks

43.10%

Top 10 Stock Holdings

74.25%

Top 10 sectors

Closing AUM

₹18,966.30 crore

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Portfolio Statistics

Underweight sectors



Software



Cement

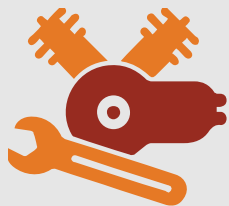


**Consumer Non Durable
& Retailing**



**Oil, Gas &
Petroleum Products**

Overweight* sectors



Auto Ancillaries



Power



Telecom



Metals & Mining

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Current Portfolio Positioning



POWER

This sector could benefit from increased government expenditure on infrastructure sector, expected fall in interest rates and cyclical economic growth.



TELECOM

Sector could gain from higher rural penetration and government push towards automation of services.









AUTO ANCILLARIES

Could gain from expected rise in demand for automobile, and replacement demand. Auto sales have also been on the rise recently.

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Portfolio

	Type of Scheme	An open ended equity scheme predominantly investing in large cap stocks
	Plans	ICICI Prudential Bluechip Fund & ICICI Prudential Bluechip Fund – Direct; Options: Growth & Dividend
	Minimum Application Amount	₹100 (plus in multiples of ₹1)
	Minimum Additional Application Amount	₹100 (plus in multiples of ₹1)
	Minimum Redemption Amount	₹100 (plus in multiples of ₹1)
	Exit Load	Redemption before 12 months of allotment: 1% of applicable NAV Redemption after 12 months: Nil
	Fund Manager	Mr. Anish Tawakley Mr. Rajat Chandak
	Benchmark Index	Nifty 100 Total Return Index
	SIP/SIP Plus/STP/SWP/ Flex STP/Value STP	Available

* The performance of the scheme is benchmarked to the Total Return variant of the index.

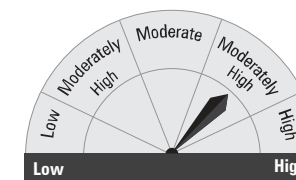
Riskometer & Disclaimer

Prudential Bluechip Fund is suitable for investors who are seeking*:

- Long term wealth creation.
- An open ended equity scheme predominantly investing in large cap stocks.

* Investors should consult their financial advisers if in doubt about whether the product is suitable for them.

Riskometer



Investors understand that their principal will be at moderately high risk

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

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